

# Export News

From the U.S. Department of Commerce  
Tampa Bay Export Assistance Center  
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## 1. Locate Your Future International Business Partners

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**BuyUSA.com** - <http://www.buyusa.com>

Provides thousands of qualified international buyers, distributors and agents. Post your company profile for automatic matchmaking; Search for and email qualified international buyers; Receive email notices of new trade lead opportunities; Submit and respond to offers to sell your product; Conveniently track trade leads and matches in your "MyBuyUSA."

**FUSE** - <http://www.buyusa.gov/home/fuse.html>

Featured U.S. Exporters is a directory of U.S. products featured on the websites of U.S. Commercial Services offices around the world. It gives your company an opportunity to target specific country markets, while using the local language of business. Currently, this service is offered free of charge to qualified U.S. exporters seeking trade leads or representation in Australia, Austria, Belgium, Germany, Hong Kong, New Zealand, Portugal, Singapore, Slovakia, Switzerland, Taiwan, Thailand, and the Ukraine.

**Gold Key Matching Service** - [http://www.export.gov/comm\\_svc/goldkey.html](http://www.export.gov/comm_svc/goldkey.html)

Arranges one-on-one appointments with carefully selected potential business partners in a targeted export market.

**International Partner Search** - [http://www.export.gov/comm\\_svc/intl\\_partner\\_search.html](http://www.export.gov/comm_svc/intl_partner_search.html)

Delivers detailed company information on up to five prescreened potential partners that have expressed an interest in your company's products and services.

**International Company Profile** - [http://www.export.gov/comm\\_svc/intl\\_co\\_profile.html](http://www.export.gov/comm_svc/intl_co_profile.html)

provides affordable and fast credit checks, as well as background information on potential international buyers or business partners.

**Trade Missions** - [http://www.export.gov/comm\\_svc/cs\\_trade\\_missions.html](http://www.export.gov/comm_svc/cs_trade_missions.html)

Trade Missions introduce U.S. small and medium-sized companies to business partners in target markets abroad. Each mission normally visits two to four countries that have strong potential for U.S. goods and services. Approximately 5 to 10 people travel as a delegation on each trip, with each of them representing a U.S. company.

**Virtual Trade Missions** - [http://www.export.gov/comm\\_svc/virtual\\_tm.html](http://www.export.gov/comm_svc/virtual_tm.html)

If your schedule or travel budget limits your ability to travel overseas, consider Virtual Trade Missions. An interactive two-hour videoconference lets you meet virtually with pre-screened international business

prospects and gets answers to your market questions in an interactive videoconference focusing on your industry.

**Catalog Event** - [http://www.export.gov/comm\\_svc/catalog\\_program.html](http://www.export.gov/comm_svc/catalog_program.html)

Market your company in international markets without traveling. Catalog Exhibitions showcase your product literature, videos and samples to buyers and distributors in your target markets. U.S. Commercial Service trade specialists provide translation services, collect sales leads, and help you follow up on promising leads.

**Video Services** - [http://www.export.gov/comm\\_svc/video\\_svcs.html](http://www.export.gov/comm_svc/video_svcs.html)

The video services offered by the U.S. Commercial Service include Video Gold Key Matching Service, Video Market Briefing, Video Meeting, and a Customized Video Service. These programs are designed to help U.S. companies meet pre-qualified overseas buyers, distributors, agents, or international business experts without the time and expense involved in traversing across the globe.

**International Buyer Program** - [http://www.export.gov/comm\\_svc/intl\\_buyer\\_program.html](http://www.export.gov/comm_svc/intl_buyer_program.html)

Find new international business partners at U.S. trade shows with the International Buyer Program. The IBP recruits more than 125,000 foreign buyers and distributors to attend 32 top U.S. trade shows per year. U.S. Commercial Service trade specialists arrange meetings for U.S. exporters and international delegates and also provide export counseling at the show's International Business Center.

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## **2. Building a Web Presence – What to Consider When Developing a Site**

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Even if you choose not to sell your goods or services on-line, a business Web site can be a virtual marketing brochure that you can update on demand with little or no cost. Your presence on the Internet can be a useful marketing tool by providing richer pre-sales information or post-sales support and service. This strategy might temporarily differentiate your product or service from that of your competitors. Electronic marketing has lessened the disadvantage that small businesses have faced for years when competing with larger businesses.

### **THINGS TO CONSIDER WHEN PLANNING A WEB SITE**

1. Do I need a Web site?
2. What are my goals for the site?
3. What am I trying to sell or promote?
4. What are the steps to getting a Web site up and running?
5. What content do I need to build the site?
6. Do I hire a professional or do it myself?
7. What are my responsibilities to create an effective site?
8. What will this cost for start-up and ongoing maintenance?
9. How do I attract more traffic to my site?
10. How will I know that my site is successful?

For answers, see the complete article from EXPORT AMERICA at:

[http://www.export.gov/exportamerica/InternetMarketing/im\\_webpresence\\_0803.html](http://www.export.gov/exportamerica/InternetMarketing/im_webpresence_0803.html)

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## **3. South African Catalog Show**

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The American Embassy's Commercial Service in Durban, South Africa is pleased to introduce you to the South African Safari 2003 Catalogue Show this October 2003. This trade event is especially designed to introduce American products and services to interested South African buyers. This exciting marketing

opportunity will be taken to South Africa's three largest markets - Durban, Cape Town and Johannesburg, in road show style, allowing your company maximum exposure to Africa's largest market.

For a small fee of \$150, you will:

- \* Reach thousands of South African businesses in 3 major cities
- \* Receive trade leads after every show
- \* Receive the high level exposure and publicity generated by the American Embassy's visit to all three cities
- \* Receive company listing in the "South African Safari" directory at no extra South Africa Safari will promote U.S. products and services in the sectors identified as best prospects for exporting.

For more information and to register, go to: <http://www.buyusa.gov/southafrica/en/page276.html>

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#### **4. On-Line Trade Resources**

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##### **Kompass UK**

<http://www.kompass.co.uk> contains business information on UK purchasers & suppliers. Basic contact information is free. More comprehensive overviews require a subscription.

##### **Tradezone**

<http://www.tradezone.com> provides international trade business opportunities and World Trade Plan, free import and export trade leads, famous trade bulletin board, traders web sites, and web site advertising services.

##### **Worldbid**

<http://www.worldbid.com> is a large source of international trade leads, RFQ, and tender opportunities from companies and government organizations around the world.

##### **FITA**

Federation of International Trade Association's Trade Leads; <http://www.fita.org> is a comprehensive list of export and import trade leads from around the world.

##### **U.S. Business Advisor**

Find important information on export promotion, trade finance, trade communication and education, and trade leads at [www.business.gov/busadv/maincat.cfm](http://www.business.gov/busadv/maincat.cfm)

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#### **5. Upcoming Events**

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##### **Domestic**

- \* **Sep 5, 2003—New Orleans, Louisiana—NAFEM '03-Food Processing & Packaging.** For additional information contact: Andy Bihun @ 202-482-3363.
- \* **Sep 22, 2003—Los Angeles, California—On Line Learning '03 Conference & Expo—Education/Training.** Contact: Frances Lee @ 202-482-1650.
- \* **Oct 9-11-Atlanta, Georgia-Medtrade'03, 24<sup>th</sup> Annual Expo & Conference.** Contact: [www.medtrade.com](http://www.medtrade.com) OR 800-933-8735 OR George Martinez @ 727-893-3738.
- \* **Oct 11-15, 2003-Los Angeles, California-WEFTC-Technical Exhibition & Conference.** Contact Mark Wells @ 202-482-0904.
- \* **Jan 8-11, 2004-Las Vegas, Nevada-International CES-Broad-Based Consumer Electronics Technology Market Trade Show.** Contact: Andy Bihun @ 202-482-3663.

### **International**

- \* Sep 8-12, 2003—Montreal Canada--Aerospace Congress & Exhibition (ACE) '03 – Aviation and Defense.** For more information contact: Joe Ruland @ 202-482-3974.
- \* Sep 9, 2003—Mexico City, Mexico--Enviro-Pro '03 – Environmental.** Contact: Elizabeth Ausberry @ 202-482-4908.
- \* Sep 17-19, 2003—Singapore--Global Franchising '03 – Franchising.** Contact: Sam Dhir @ 202-482-4756.
- \* Sep 23-26, 2003- Toronto & Montreal, Canada- U.S. Building Products Trade Mission.** Contact: Connie Irrera @ 514-389-9696 x2262.
- \* Oct 5-7, 2003-Munich, Germany-Golf Europe-U.S. Product & Sample Literature Center.** Contact: Amanda Ayvaz @ 202-482-0338.
- \* Oct 6-10, 2003-Sao Paulo, Brazil-Electronics Americas-Largest Event Of Its Kind In South America!** Contact: Marlene Ruffin @ 202-482-0570.
- \* Oct 7-12, 2003-Bucharest, Romania-General Technical Fair With a Strong Emphasis On Industrial Equipment & Consumer Goods.** Contact: William Corfitzen @ 202-482-0584.
- \* Oct 16-21, 2003-Paris, France-EquipAuto '03-The World's Most Comprehensive Exhibition For The Automotive Industry.** Contact: Cara.Boulesteix@mail.doc.gov
- \* Nov 3-7, 2003-Aerospace Trade Mission To Poland, Romania, and the Czech Republic-Emphasis on Aircraft Products & Services.** Contact: Karen Dublin @ 202-482-3786.
- \* Nov 12-14, 2003-Hong Kong-Cosmoprof Asia 2003-Cosmetics, Toiletries, Perfume, Hairdressing, Spa, and Beauty Sectors.** Contact: Swee-keng.Cheong@mail.doc.gov
- \* Nov 13-17, 2003-St. Petersburg, Russia-InterCHARM '03-Largest Beauty & Health Products Exhibition in Eastern Europe.** Contact: Edward Kimmel @ 202-482-3640.
- \* Nov 15-22, 2003-Oil & Gas Business Development Mission to Nigeria, Gabon, & San Tome & Principe-Oilfield Equipment & Services.** Contact: Aaron Brickman @ 202-482-1889.
- \* Nov 19-22, 2003-Dusseldorf, Germany-MEDICA '03-The Largest & Most Prestigious Medical Equipment Show In The World!** Contact: Maryavis Bokal @ 949-660-1688 x117.
- \* Nov 20-22, 2003-Lima Peru-Expo Pesca '03- Equipment, Supplies, & Services for the Fishing & Fish Farming Industries.** Contact: Cesar.Jochamowitz@mail.doc.gov
- \* Nov 26-Dec 6, 2003-Essen, Germany-Essen Motor Show-Automotive Tuning & Racing Equipment & Accessories & Classic & Antique Vehicles.** Contact: Linda Spencer @ 202-783-6007.
- \* Dec 3-5, 2003-Hong Kong-Natural Products Asia '03-Products Related to Healthy Lifestyles & Developing A Healthy Planet.** For more information contact: Barry Friedman @ 202-482-3663.
- \* Dec 7-11, 2003-Moscow, Russia-USA Trade Week Russia- A Comprehensive Exhibition of U.S. Products & Services.** Contact: William Corfitzen @ 202-482-0584.
- \* Jan 9-11, 2004-Mannheim, Germany-Reisemarkt Rhein-Neckar-Pflaz-Opportunity For U.S. Tourism Firms!** Contact: Elizabeth.Powell@mail.doc.gov
- \* Feb 2-5, 2004-Abu Dhabi, UAE-Environment & Energy 2004- Relieving Strains on Environment in Middle East & North African Countries.** Contact Nancy Charles-Parker at: NCharles@mail.doc.gov
- \* Feb 9-13, 2004-Brussels, Belgium, Amsterdam, and The Netherlands- Healthcare Technologies Trade Mission.** Contact: William Kutson @ 202-482-2718.

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If you do not wish to receive this e-newsletter, please notify us  
by email at [George.Martinez@mail.doc.gov](mailto:George.Martinez@mail.doc.gov) or [Sandra.Campbell@mail.doc.gov](mailto:Sandra.Campbell@mail.doc.gov)

Published by: Tampa Bay Export Assistance Center  
George L. Martinez, Director  
Sandra Campbell, International Trade Specialist  
Katie Abel, International Trade Assistant  
Tampa Bay Export Assistance Center, U.S. Commercial Service, USDOC  
Clearwater Phone: (727) 893-3738 – Fax: (727) 893-3839  
Tampa Phone: (813) 864-6508 – Fax: (813) 864-6509